

From: [DANAB Marcia](#)
To: [Judy Smith/R10/USEPA/US@EPA](#); [ANDERSON Jim M](#)
Cc: [Chip Humphrey/R10/USEPA/US@EPA](#); [Eric Blischke/R10/USEPA/US@EPA](#)
Subject: RE: RiverFest 2009
Date: 05/29/2009 10:35 AM

I like that idea.

From: Smith.Judy@epamail.epa.gov [mailto:Smith.Judy@epamail.epa.gov]
Sent: Friday, May 29, 2009 10:34 AM
To: ANDERSON Jim M
Cc: DANAB Marcia; Humphrey.Chip@epamail.epa.gov; Blischke.Eric@epamail.epa.gov
Subject: RE: RiverFest 2009

I agree, I'm more interested in investing our limited resources in some good workshops around the release of the RI and BRA - Judy

~~~~~  
Judy Smith, Community Outreach and Public Information  
EPA, Region 10, Oregon Operations Office  
805 SW Broadway, Suite 500, Portland, OR 97205  
503-326-6994  
~~~~~

"ANDERSON Jim M"
<ANDERSON.Jim@deq.state.or.us>

05/29/2009 10:31 AM

To: Judy Smith/R10/USEPA/US@EPA
cc: "DANAB Marcia" <DANAB.Marcia@deq.state.or.us>
Subject: RE: RiverFest 2009

Judy,

After last year's disappointing turnout, I'm not too interested. Marcia, what do you think?

Jim

From: Smith.Judy@epamail.epa.gov [mailto:Smith.Judy@epamail.epa.gov]
Sent: Friday, May 29, 2009 10:20 AM
To: BISHOP Karen; schuster.cindy@epa.gov; ANDERSON Jim M; humphrey.chip@epa.gov; rose@yakama.com; megan.callahan-grant@noaa.gov; erin.madden@gmail.com; DANAB Marcia; ANDERSON Jim M; Humphrey.Chip@epamail.epa.gov; Blischke.Eric@epamail.epa.gov; Koch.Kristine@epamail.epa.gov; sheldrake.sean@epa.gov; Ader.Mark@epamail.epa.gov
Subject: Fw: RiverFest 2009

What is your interest in having a Portland Harbor booth at the Portland Riverfest event this year? After last year's disappointing public turnout, I was not too keen on participating again, but I'm willing to put a booth together if we have enough people interested in staffing it. The LWG is not planning on being a sponsor again this year, but they would support a booth or two if we want it. New event organizers

are working hard to generate some interest in the event. It is scheduled for Saturday, August 22.

Thanks,

Judy

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Judy Smith, Community Outreach and Public Information  
EPA, Region 10, Oregon Operations Office  
805 SW Broadway, Suite 500, Portland, OR 97205  
503-326-6994  
~~~~~

----- Forwarded by Judy Smith/R10/USEPA/US on 05/29/2009 09:59 AM -----

"Barbara Smith"
<barbara@harrisandsmith.com>

05/28/2009 02:19 PM

To <Rachel.Wray@portofportland.com>, Judy Smith/R10/USEPA/US@EPA,
<danab.marcia@deq.state.or.us>

cc

Subject FW: RiverFest

Hi gang: This is the latest from Riverfest. I may be able to convince the LWG to sponsor just some booths but I would need to know if the agencies, Tribes, etc. would actually want to staff a booth on August 22nd.

From: Susan Adkins [<mailto:susan@classacteevents.net>]
Sent: Wednesday, May 27, 2009 6:41 PM
To: Barbara Smith
Cc: 'Bastasch, Rick'
Subject: RiverFest

Hi Barbara,

I have attached a sponsorship proposal for the consideration of the Lower Willamette Group that includes what we discussed on the telephone several days ago.

This year we have partnered with KINK and their Summer CD Sampler promotion as well as having a partnership with Comcast which includes media spots. Additionally we have added the Portland Mile event which will draw a whole new segment of the population to RiverFest. This year's Festival location will be at South Waterfront and our media buys, viral media, website and website links as well as new events will draw thousands to the South Waterfront on Saturday which is when the various members of the Lower Willamette Group will be able to have a "face to face" with attendees via their RiverFest Booth space which is included in the Sponsorship package.

I have attached the KINK media buy as well as a recent Press Release regarding our new event – the

Portland Mile. The Triathlon will be back this year again as well.

I hope this provides you with enough information to be able to reach a decision about RiverFest. Please let me know if I can answer any questions. FYI – I will be out of my office beginning tomorrow and back on Monday, June 1st. I look forward to hearing back from you soon.

Thanks so much,

Susan Adkins
CLASS ACT,
Event Coordinators, Inc.
503-295-7890